



**CITY OF MONROVIA  
MONROVIA OLD TOWN ADVISORY BOARD  
AGENDA REPORT**



**DEPARTMENT:** Public Services

**MEETING DATE:** February 13, 2018

**PREPARED BY:** Jamie Bumia,  
Management Analyst

**AGENDA LOCATION:** AR-2

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**TITLE:** Old Town Monrovia Logo

**BACKGROUND:** During the 2017 MOTAB Study Session, held on January 30, 2017, the Board asked that Staff investigate the possibility of developing a new website and logo for Old Town Monrovia. At the March 14, 2017 MOTAB Meeting, a Marketing Subcommittee was formed. At the time, Vice-Chair Miller (now Chair Miller) and Boardmember Loft (now Vice Chair Loft) were appointed to the Subcommittee. The Subcommittee and Staff met with Ready Artwork, a Monrovia based advertising firm, and began the process of developing a renewed website and a fresh logo.

Based on initial meetings with the Subcommittee and Staff, Ready Artwork developed keywords that best described Old Town Monrovia. Those keywords were: 1887 (when Monrovia was founded), old buildings, established, mountains, vintage, and historic. From the keywords, Ready Artwork developed the first set of napkin sketches that incorporated buildings, streets, and mountains. After further review, the Subcommittee found that the images depicted specific buildings in Old Town Monrovia but that the logo did not capture the overall charm of Old Town or represent all that Old Town Monrovia has to offer.

The Subcommittee provided Ready Artwork with more feedback and asked that the logo be clean, fresh, and that the logo incorporate the year Monrovia was founded (1887) and the words, "Shop, Dine, Enjoy." In addition, the colors chosen should represent a youthful vibe while sustaining a strong, sophisticated and historical feel.

On October 10, 2017, staff presented the logo, to the Board, and it was unanimously approved; however, during the November 27, 2017 Quarterly Merchant Meeting, staff received feedback from the merchants related to the logo.

**ANALYSIS:** Based on the feedback received at the November Quarterly Merchant Meeting, the Board directed the Subcommittee to redesign the logo to incorporate the comments received. After further review, the Subcommittee has selected a logo that is representative of Old Town with the

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feedback provided from the Board and merchants. The logo, provided below, prominently displays “Old Town Monrovia” in bolded, consistent text and captures the charm of Old Town Monrovia.



If approved by MOTAB, staff will then present the logo to the City council for their consideration.

**OPTIONS:** Staff has provided the following options for consideration:

1. Recommend approval of the Old Town Monrovia logo.
2. Do not recommend approval of the Old Town Monrovia logo and/or request more information from Staff.

**STAFF RECOMMENDATION:** Staff recommends the board approve option 1, recommend approval of the Old Town Monrovia logo.

**ACTION:** If the Board concurs, the appropriate action is a motion to recommend approval of the Old Town Monrovia Logo for City Council consideration and approval.